ABSTRACT

A virtual space including a model in place of each user is displayed on a terminal of a user. About an item in which the user is interested, the level of interest is previously registered so that the figure of a model of the other user can vary depending on the level of the interest. For example, about a certain interesting item, if the other user is also interested in that item, the user's terminal screen provides a display of the other user's model differently from the ordinary figure of the model. If not interested, then it is displayed as the ordinary model. Thus, the user can readily find out a user he/she wants to meet.